



Barbara Halsey  
Director

**CALIFORNIA WORKFORCE INVESTMENT BOARD  
GREEN COLLAR JOBS COUNCIL  
MEETING NOTICE  
October 12, 2010  
1:00 p.m. – 3:30 p.m.**

Pasadena Convention Center  
Room 208  
300 E Green Street Pasadena, CA



Arnold  
Schwarzenegger  
Governor

**Teleconference Site:**  
Sacramento Employment and Training Agency  
Shasta Room  
925 Del Paso Boulevard, Sacramento, CA

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**AGENDA**

- I. Introduction and Opening Remarks**
- II. Chair/Executive Director Update**
  - a.** Regional Industry Clusters of Opportunity Grants
  - b.** State Energy Sector Partnership
  - c.** Clean Energy Workforce Training Program
  - d.** Business Services Catalogue – Process
  - e.** Partner Agency Transition Plan Coordination
- III. Action Items:** Approval of August 17, 2010 Meeting Minutes
- IV. Discussion Item:** Green Workforce Master Plan
- V. Discussion Item:** State and Federal Funding Opportunities
- VI. Discussion Item:** Assembly Bill 2696
- VII. General Discussion/Partner Updates**
- VIII. Public Comment**

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Meeting conclusion time is an estimate; meeting may end earlier subject to completion of agenda items and/or approved motion to adjourn. In order for the Committee to provide an opportunity for interested parties to speak at the public meetings, public comment may be limited. Written comments provided to the Committee must be made available to the public, in compliance with the Bagley-Keene Open Meeting Act, §11125.1, with copies available in sufficient supply. Individuals who require accommodations for their disabilities (including interpreters and alternate formats) are requested to contact the California Workforce Investment Board staff at (916) 324-3425 at least ten days prior to the meeting. TTY line: (916) 324-6523. Please visit the California Workforce Investment Board website at <http://www.cwib.ca.gov> or contact Daniel Patterson for additional information.

**Green Collar Jobs Council  
August 17th, 2010  
Meeting Summary**

**I. Introduction and Opening Remarks:**

Mr. Barry Sedlik welcomed the members and public in attendance, and thanked Secretary Bradshaw for her attendance.

In attendance were:

Audrey Taylor	John Dunn for Jack O' Connell
Barbara Halsey	Jose Millan
Brandon Chapin for Panama Bartholomy	Paul Feist for Victoria Bradshaw
Brian McMahon	Peter Cooper for Art Pulaski
Jamil Dada	Sharon Anderson for James Goldstene
Jeremy Smith for Bob Balgenorth	Stewart Knox for CWA
Victoria Bradshaw	
Willie Washington	

**II. Chair/Executive Director Updates**

Mr. Barry Sedlik asked Secretary Victoria Bradshaw for any updates for the Council. Ms. Bradshaw did not have any updates.

Mr. Sedlik asked California Workforce Investment Board Director, Ms. Barbara Halsey to update the Council on several items. Ms. Halsey updated the Council on the State Energy Sector Partnership Grant. The State Board has currently received draft scopes of work from four of the Regional Project Teams (Alameda, LA City, NoRTEC, and SETA). These teams have all looked at their current initiatives and have designed State Energy Sector Partnership projects that will build on this work, primarily in the energy efficiency sector. Collaborative Economics will provide technical assistance to two other Regional Teams, San Diego Workforce Partnership and Stanislaus Alliance. Stanislaus will undergo an intensive planning process, very similar to our Regional Industry Clusters of Opportunity grantees. San Diego, is already participating in our Regional Industry Clusters of Opportunity Grants with a Health Cluster focus, under the SESP they will receive a Green/Clean industry focused diagnostic.

Ms. Halsey discussed the status of the Regional Industry Clusters of Opportunity Grants (RICOG). She mentioned seven of the ten RICO Teams that focused on green clusters (Redwood Coast, NoRTEC, Greater LA Region, SETA, Central Coast, Inland Empire, and East Bay), received their revised diagnostic packages with detailed green sub-sector information. Collaborative Economics provided telephone and in-person consultation to all 10 teams. Teams honed in on two to three main focused sectors. In addition, five out of the ten RICO Teams have a Health Care Related Cluster (San Joaquin Valley, NoRTEC, NOVA, San Diego Workforce Partnership and Inland Empire). From August to October all teams are in the process of engaging their cluster employers and have planned employer sessions before the Second Action Clinic to take place on October 21<sup>st</sup> and the 22<sup>nd</sup>(half day) 2010. This clinic will focus on the third stage, Cluster Investment Strategies. The event will be held at the same location as the first, Courtyard Marriott Cal Expo Sacramento at 1781 Tribute Road. We will be sending out invitations to the Action Clinic in the next couple of weeks.

Ms. Lynora Sisk gave an update of the Clean Workforce Training Program. She gave a handout and discussed over last quarter expenditures increased by 4 folds or 5.8 million dollars. CEWTP training has doubled participant enrollment to reach 2,000 people. Ms. Sisk and her staff gave out a packet on success stories and trends of CEWTP. Funding will run through June 2011.

Mr. Peter Cooper asked Ms. Sisk for an update on the partnership building in CEWTP. How can the Green Collar Job Council assist in the partnership building opportunity, and bring the right partners to be involved? Ms. Halsey mentioned this will be relevant when the Council works on the Master Plan.

Mr. Barry Sedlik asked Ms. Sisk if there was any information of the placements of the CEWTP participants. Ms. Sisk noted placement data should be coming in the next couple of months, at that point we will provide that information.

### **III. Action Item: Approval of May 18, 2010 Green Collar Jobs Council Meeting Minutes**

Ms. Sharon Anderson corrected page 2 of the June 22nd Council meeting minutes. Correct Cal EPA Board to ARB Board, and ARB meetings are accessible not Cal EPA correction. The Meeting Minutes were approved by the Council with corrections.

### **IV. Discussion Items:**

#### **a. Presentation - Sector Strategies:**

- i. The Sacramento Employment and Training Agency (SETA) Regional Industry Clusters of Opportunity team's Mr. Ryan Sharp from Center for Strategic Economic Research provided an overview and presentation on their project (Available online).  
Mr. Rick Wiley from Beutler Corp provided a presentation as Regional Cluster employer (Available online)  
Mr. Keith Lovgren with the Pacific Gas and Electric also provided presentation on his company's involvement in the Regional Industry Clusters of Opportunity Grant (Available online).

#### **b. Policy:** The goal of this "Master Plan" is to document and develop a comprehensive workforce plan for the Green Economy. The Green Collar Jobs Act mandated the development of a comprehensive workforce strategy for the green economy. Having successfully launched and implemented California's Green Workforce Initiative, we would like to now begin the discussion of a Master Plan. Under the leadership of the Green Collar Jobs Council this plan would identify and document:

- The work of the Council thus far;
- Issues impacting the green economy today;
- The goals and strategies of partner agencies and how we can align them;
- Resources available to businesses and workers; and
- The State Board's strategy to bolster California's competitive edge in the global green economy)

The goal is to create a Master Plan that will guide all of our future green workforce investments made at the state and regional level.

Ms. Halsey asked Ms. Sharon Anderson to give an update on workforce activities at the Air Resources Board. Ms. Anderson gave an update on AB 32, SB375 and Air Resources Board activities. Hearing on these issues are scheduled in a September ARB meeting. She provided the Clean Energy webpage at [www.arb.ca.gov/cc/cleanenergy/cleanenergy.htm](http://www.arb.ca.gov/cc/cleanenergy/cleanenergy.htm). Ms. Anderson discussed new Small Business Makeover plan that involves 90 businesses in California. (Presentation available online).

Ms. Halsey asked if the Council would like to map out a plan that would show the work of state agencies involved, and how their efforts converge. How to articulate it as a workforce development strategy? Council discussed exploring the idea of using GIS software to mine the resources available to see on a map.

Mr. Jose Millan discussed the shortage in utility workers in the next 3 to 5 years that will be retiring from their workforce, and the industries need to train new workers to meet the needs of the industry. Ms. Carol Zabin informed the Council on the needs assessment of the CPUC Long Term Energy Efficiency Plan. Ms. Zabin found that there wasn't a skills standard available for the energy efficiency industry in California. If this was available then the state can do workforce development planning from the skills standards. Mr. Jeremy Smith commented most workers have the skills available just need to be reskilled for the new job.

## **I. General Discussions and Partner Updates**

Ms. Bonnie Graybill gave an update regarding the Green Employer Survey. A Green Report will follow the survey soon.

Mr. Peter Cooper asked for additional data of businesses that closed that were included in the green survey. Ms. Graybill offered to look at the industries that included the closed businesses.

Mr. Millan provided an update on presentation by Policy Link to the Board of Governors at the California Community Colleges. The presentation included over 6,000 new positions in the infrastructure (Construction and utilities primarily) sector in California.

Mr. Cooper provided updates from the Apollo Alliance's Apollo Program.

Mr. McMahon updated that ETP is ready for applications under the AB 118 partnership project and will begin as the funds are authorized.

Mr. Jamil Dada stated at the Federal level they have noticed everyone is trying to train, but the jobs have not been created yet.

Ms. Halsey stated CWIB/ARB and partner agencies staff are surveying on incentives, taxes and business support programs available to businesses that are shifting focus to green

## **II. Public Comment**

No public comment.